



Marketing News You Can Use

Delaware Department of Agriculture
Marketing Section



A MESSAGE FROM THE SECRETARY

Dear Fellow Farmers:

As you now know, I have left the Delaware Department of Agriculture to become Governor Minner's Chief of Staff and to help her with the job of transitioning to the next administration. I will be forever grateful that the Governor gave me the opportunity to serve as your secretary of agriculture. It has truly been an honor and a privilege to work with you and with the excellent staff at the Delaware Department of Agriculture. The last seven plus years have been rewarding both professionally and personally and I will miss working with you in this capacity.



Thank you for all of the help and support that you have given to the Department and to me since 2001. Together, we accomplished much for Delaware agriculture. I am proud of what we have done and you should be also. Delaware's agricultural sector continues to be in the forefront of building our state, our economy, and quality of life. With your help and the help of your forbearers, agriculture has touched more lives than any other industry during our state's history. Delaware agriculture is a combination of the people and the communities of rural Delaware and all that they imply – the beautiful vistas, the working landscapes and you, the best farmers in the world, who provide that intangible "backbone" of agriculture. As a fellow farmer, I will continue to be an advocate for Delaware agriculture and look forward to working with you in the future.

Sincerely,

Michael T. Scuse

Michael T. Scuse
Secretary of Agriculture

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Marketing Quote:

Business is not just doing deals; business is having great products, doing great engineering, and providing tremendous service to customers. Finally, business is a cobweb of human relationships.

**H. Ross Perot-Dallas
billionaire & former
presidential candidate**

A Message From YOUR Acting Secretary of Agriculture

Dear Fellow Farmers:

I am honored that Governor Minner has appointed me as the acting secretary of agriculture during this transition period between the end of her administration and the advent of the new administration.

I want to assure you that the quality services and support provided by the Delaware Department of Agriculture will continue without interruption during this period.

I share former Secretary Scuse's belief in the strength and quality of Delaware agriculture and his commitment to serving you, our farmers, and Delaware's entire agricultural community. As acting secretary, my door is always open to you as we continue on the path of sustaining and growing our billion dollar industry.



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A Message From YOUR Marketing Manager



The Farmer & The Chef event which took place on Thursday, September 18 at the Chase Center on the Riverfront in Wilmington was, without a doubt, a huge suc-

cess.

Not only was the event a fundraiser for the March of Dimes, but it also made great strides in forming valuable sustainable relationships between local farmers and local chefs.

The March of Dimes, Delaware Department of Agriculture (DDA) and New Castle County's Buy From Your Neighbor Program sponsored the event which paired local farmers with local chefs. The chefs then prepared tasty portions for the estimated 700 attendees using the farmers' products; 21 chefs and 16 farmers were represented.



"\$55,000 was raised for the March of Dimes."

Casper says she had the opportunity to speak with all the chefs and some of the farmers and all said they would come next year.



According to March of Dimes Director of Program Services and Communications Aleks Casper,

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Buy Local, Buy Fresh...Turkeys?

Poultry has long been the king of agriculture in the First State, and when one thinks of poultry they immediately think of chickens, right? But as Thanksgiving approaches from the not too distant future, another feathered bird comes to mind...turkeys.



T.A. Farms in Wyoming, owned and operated by the husband and wife team of Danny and Sandy Palmer, is the largest turkey farm in Delaware. Each year their free range flock seems to grow as word of mouth spreads throughout the state about both the quality and delicious taste of the Palmers' all natural, all-white hybrid birds.

T.A. Farms, originally known as 'Tri-Acres Farms', has been raising turkeys for three decades. Originally they started with only 25 birds, mostly for family members and neighbors, but this year the flock numbers close to 3,500 turkeys.

In addition to fresh dressed turkeys, the Palmers plan to offer fresh, frozen one pound bags of all-natural turkey sausage and ground turkey. Their farm also sells homemade pies, dinner rolls and sticky buns during the holiday seasons, as well as flowers in the spring and fall including mums and pansies.

The turkeys, which range in size generally between 15 and 22 pounds, are grain fed with feed mostly grown on the Palmer farm including corn and soybeans. Additionally, T.A. Farms should have around 100 'Tom Turkeys' this season. They are bigger birds averaging 28-30 pounds. Last year one enormous bird weighed in at a whopping 37 pounds!

The turkeys start out as tiny 'poults', only days old, from Michigan.

Months later the

birds are processed by 20 persons, each assigned a specific assembly line task. Maximum processing is 500 turkeys a day. Processing occurs sometimes only hours prior to sale making T.A. Farms turkeys as fresh as if you'd hunted the bird and dressed it in the wild yourself.



Are you interested in a fresh, local turkey this Thanksgiving or Christmas? Starting or continuing a great seasonal family tradition? There are several ways to get your T.A. Farms raised dinner entrée. Beginning in mid-October turkeys can be ordered using the Palmers' website, www.tafarms.com. Orders can also be made by phone, (302) 492-3030, or in person by stopping by the farm located on Mudmill Road outside of Wyoming.

Additionally, T.A. Farms turkeys are available through several farm stores including Willey Farms in Townsend, Hills Market in Felton, Yoder's Country Store in Greenwood and Johnson's Country Market near Selbyville.



T.A. Farms co-owner Danny Palmer & DDA Marketing Specialist JoAnn Walston

5th Annual Small Farm Conference



Saturday, November 1, 2008

**University of Maryland Eastern Shore
Richard A. Henson Center
Princess Anne, Maryland**

TOPICS TO INCLUDE:

- BENEFITS OF RAISING PASTURE-FED LIVESTOCK
- GROWING CERTIFIED ORGANIC VEGETABLES
- GROWING AND MARKETING FRESH-CUT FLOWERS
- HOME GARDENING AND LANDSCAPING TIPS
- AG 101....SO YOU WANT TO START FARMING!
- DIRECT MARKETING OPPORTUNITIES:
CONNECTING TO YOUR FARM CUSTOMERS

**Don't miss the
exhibitor and
vendor trade show!**

**DOOR PRIZES
AND GIVEAWAYS!**

Contact:

**Maryland Cooperative Extension
at the University of Maryland Eastern Shore
at (410) 651-6206 or mce@umes.edu
for registration or more information**

<http://extension.umd.edu/about/1890/programs/smallfarmer.cfm>

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